

### REMARKS/ARGUMENTS

Applicants amended certain of the claims to overcome the Examiner's objections to informalities in the claims.

During a phone interview, the attorney for Applicants and the Examiner held a phone interview discussing amendments to the independent claims to add more details about the promoted event in relation to a third party or promoter providing the promoted event to distinguish the claimed code from an authentication code. The Examiner indicated that such amendment would likely distinguish over the cited art. Applicants amended the independent claims and certain of the dependent claims to recite that the code or scheduled event record is for a promoted event sponsored by a third party entity or event promoter. Applicants submit that these amendments distinguish over the cited art for the reasons discussed during the phone interview and set forth below.

Applicants request that the Examiner contact the attorney for Applicants if the Examiner that not all the discussed amendments were made to the claims.

1. Claims 1-3, 5-11, 17, 18, 20-25, 29, 30, 32-35, 37-43, 49, 50, and 52 are Patentable Over the Cited Art

The Examiner rejected claims 1-3, 5-11, 17, 18, 20-25, 29, 30, 32-35, 37-43, 49, 50, and 52 as anticipated (35 U.S.C. §102(e)) by Blants (U.S. Patent No. 6,732,080). Applicants traverse with respect to the amended claims.

Amended claims 1, 21, and 33 implemented by a wireless device to provide information on a scheduled event in a personal information manager (PIM) application, wherein the wireless device performs: receiving a code associated with a promoted event sponsored by a third party entity; transmitting the received code to a server including a calendar database for the user of the transmitting wireless device including scheduled event records, wherein the server maintains an association of promoted event codes with third party entities sponsoring the promoted events; receiving from the server a scheduled event record including information on the promoted event associated with the code; and rendering calendar information at the wireless device including information on the scheduled event included in the scheduled event record.

Applicants amended these claims to recite that the code is associated with a promoted event sponsored by a third party entity and that the server maintains an association of promoted

event codes with third party entities sponsoring the promoted events. These additional requirements are disclosed on pg. 17, line 14 to pg. 19 of the Specification.

The Examiner cited col. 11, lines 29-38 of Blants as disclosing the claim requirement concerning receiving the code. (Office Action, pg. 3) Applicants traverse.

The cited col. 11 discusses a calendar software program that controls the display on a mobile terminal that is maintained on a calendaring and scheduling server. Further, user selections and data are inputted to complete the obtaining of information and user services from information and user service providers. Nowhere does this cited col. 11 anywhere disclose the claim requirement of receiving code associated with a promoted event and transmitting the received code to a server including a calendar database for the user of the transmitting wireless device including scheduled event records. Instead, the cited col. 11 discusses how a user may input selections and data to complete obtaining information and user services.

The Examiner cited col. 8, lines 1-30 of Blants as disclosing the claim requirement of transmitting the received code to a server including a calendar database for the user of the transmitting wireless device including scheduled event records. (Office Action, pg. 3) The amended limitation further requires that the server maintains an association of promoted event codes with third party entities sponsoring the promoted events;

The cited col. 8 discusses mobile terminals having software client applications to display a personal calendar and interacts with a calendaring and scheduling service having at least one calendaring and scheduling server which maintains the calendar. The user of the mobile terminal is in communication with on-line servers and agents to facilitate the user obtaining services and information. Nowhere does the cited col. 8 disclose a wireless device transmitting a received code associated with a promoted event sponsored by a third party to the calendaring server nor that the server maintains an association of promoted event codes with third party entities sponsoring the promoted events. Instead, the cited col. 8 discusses how the user may obtain information on services and information from on-line servers.

The Examiner cited col. 12, lines 8-30 of Blants as disclosing the claim requirement of receiving from the server a scheduled event record including information on the promoted event associated with the code. (Office Action, pg. 3) Applicants traverse.

The cited col. 12 discusses the display of scheduled events dependent on the location and time stored by the software. Unscheduled events, which are displayed in the calendar, are

identified for performance by dependence upon the actual scheduled location of the mobile terminal. Nowhere does this cited col. 12 anywhere disclose that the scheduled event record received from the server includes information on the promoted event associated with the code received by the wireless device and sent to the server.

Accordingly, Applicants submit that amended claims 1, 21, and 33 are patentable over the cited art because the cited Blants does not disclose all the claim requirements.

Claims 2, 3, 5-7, 22-25, 34, 35, and 37-39 are patentable over the cited art because they depend from one of claims 1, 21, and 33, which are patentable over the cited art for the reasons discussed above. Moreover, claims 7 and 39 provide additional grounds of patentability over the cited art for the following reasons.

Claims 7 and 39 depend from claims 1 and 33, respectively, and further require that receiving the code further comprises receiving a plurality of codes associated with promoted events sponsored by at least one third party entity, wherein transmitting the code to the server comprises transmitting the plurality of codes, wherein receiving the scheduled event record from the server further comprises receiving one scheduled event record for each transmitted code, and wherein rendering calendar information at the wireless device including information on the scheduled event comprises rendering information on scheduled events for the received scheduled event records.

Applicants amended these claims to further recite that the plurality of codes are associated with promoted events sponsored by at least one third party entity.

The Examiner cited col. 15, line 47 to col. 19, line 5 of Blants as disclosing these claims requirements. (Office Action, pg. 4) The cited cols. 15-19 discuss how the user may enter a location, and the calendaring and scheduling server will help the user book all arrangements for this trip, such as flight, hotel, etc. However, the Examiner has not cited any part of these cited cols. 15-19 that disclose that the wireless device receive a plurality of codes associated with promoted events sponsored by at least one third party entity and transmitting those codes to the server, and receiving one scheduled event record for each transmitted code. ,

Accordingly, claims 7 and 39 provide additional grounds of patentability over the cited art.

Amended independent claims 8, 23, and 30 concern a server providing scheduled events for users of wireless devices, wherein the wireless devices are capable of displaying calendar

information on scheduled events, and require: maintaining an association of codes with promoted events sponsored by third party entities; receiving a code associated with one promoted event sponsored by one third party entity transmitted from the wireless device; determining a scheduled event record including information on the promoted event corresponding to the received code; and transmitting the determined scheduled event record to the wireless device that transmitted the code, wherein the wireless device is capable of rendering calendar information including information on the scheduled event included in the transmitted scheduled event record.

Applicants amended these claims to recite that the server maintains an association of codes with promoted events sponsored by third party entities, that the received code is associated with one promoted event sponsored by one third party entity transmitted from the wireless device, and that the scheduled event record includes information on the promoted event corresponding to the received code. These additional requirements are disclosed on pg. 17, line 14 to pg. 19 of the Specification.

The Examiner has not cited any part of Blants as disclosing the added claim requirement of the server maintaining an association of codes with promoted events sponsored by third party entities.

The Examiner recited col. 8, lines 1-17 of Blants as disclosing the claim requirement of receiving a code transmitted from one wireless device. (Office Action, pg. 4) Applicants traverse with respect to the amended claims which now recite that the code is associated with a promoted event sponsored by one third party entity transmitted from the wireless device.

The cited col. 8 discusses mobile terminals having software client application to display a personal calendar and interacts with a calendaring and scheduling service having at least one calendaring and scheduling server which maintains the calendar. The user of the mobile terminal is in communication with on-line servers and agents to facilitate the user obtaining services and information. Nowhere does the cited col. 8 anywhere disclose that the code received from the wireless device is associated with one promoted event sponsored by one third party entity transmitted from the wireless device, where the server maintains an association of codes with promoted events.

The Examiner cited col. 8, lines 31-42 of Blants as disclosing the claim requirement of determining a scheduled event record corresponding to the received code. (Office Action, pg. 4)

Applicants traverse with respect to the amended claim limitation which now additionally recites that the scheduled event record includes information on the promoted event corresponding to the received code.

The cited col. 8 mentions the software scheduling calendar services for a user from at least one user service provider which have associated therewith a scheduled time and location and with the user service is provided. The calendaring and scheduling server transmits to the mobile terminal a schedule of the scheduled calendar user services. Although the cited col. 8 discusses transmitting schedules to a mobile terminal on scheduled user services, nowhere does the cited col. 8 disclose the server determining a scheduled event record including information on a promoted event corresponding to a received code.

Accordingly, Applicants submit that amended claims 8, 23, and 40 are patentable over the cited art because the cited Blants does not disclose all the claim requirements.

Claims 9-11, 24, 25, 34, 35 and 41-43 are patentable over the cited art because they depend from one of claims 8, 23, and 40. Further, the additional requirements of these dependent claims in combination with the base claims provide further grounds of patentability over the cited art.

The Examiner cited cols. 47-59 of Blants as disclosing the additional requirements of claims 9 and 41. (Office Action, pg. 5) Applicants traverse because there are no cols. 47-59 of Blants.

Amended claims 17, 29, and 49 concern transmitting information on scheduled events, and require: providing information on at least one scheduled event record, wherein each scheduled event record includes information on a scheduled promoted event sponsored by an event promoter; and transmitting the at least one scheduled event record for at least one promoted event sponsored by at least one event promoter to wireless devices within a broadcast range of the location transmitter, wherein the wireless device adds the scheduled event record to calendar information for the wireless device user.

Applicants amended these claims to recite that the scheduled event is sponsored by an event promoter and that the transmitted scheduled event record is for at least one promoted event sponsored by at least one event promoter. Applicants further amended claim 49 per the request of the Examiner to recite that the transmitter is a computer transmitting device.

The Examiner cited col. 8, lines 1-30 of Blants as disclosing the requirement of providing information on the scheduled event record. Applicants traverse with respect to the amendments to this limitation that the scheduled event record includes information on a scheduled promoted event sponsored by an event promoter.

The cited col. 8 mentions the software scheduling calendar services for a user from at least one user service provider which have associated therewith a scheduled time and location and with the user service is provided. The calendaring and scheduling server transmits to mobile terminal a schedule of the scheduled calendar user services. Although the cited col. 8 discusses transmitting schedules to a mobile terminal on scheduled user services, nowhere does the cited col. 8 disclose a transmitter or computer transmitting device providing information on a scheduled event record including information on a promoted event sponsored by an event promoter and transmitting the scheduled event record to wireless devices within a broadcasting range of the location transmitter. The cited col. 8 discusses transmitting calendar information to a specific mobile terminal, not broadcasting information on promoted events.

The Examiner cited col. 12, lines 8-30 and 55-64 as disclosing the claim requirement of transmitting scheduled event record on one promoted event to wireless devices within a broadcast range to add to the wireless devices calendar information. (Office Action, pg. 5) Applicants traverse.

The cited col. 12 mentions that the user of the mobile terminal may be in communication with on-line servers and intermittent agents to facilitate the user's obtaining of user services and information services. The communication system may be of known hybrid design. The cited lines 55-64 mentions that that the software provides scheduled calendar user services provided to the user of the mobile terminal by at least one user service provider having a scheduled time and at least one location. Nowhere does the cited col. 12 anywhere disclose transmitting scheduled event records for one promoted event to wireless devices within a broadcast range to add to their calendars. Instead, the cited col. 12 discusses calendar user services provided to the user of the mobile terminal.

Accordingly, Applicants submit that amended claims 17, 29, and 49 are patentable over the cited art because the cited Blants does not disclose all the claim requirements.

Claims 20, 32, and 52 are patentable over the cited art because they depend from claims 17, 29, and 39, which are patentable over the cited art for the reasons discussed above and for the reasons discussed.

2. Claims 4 and 36 are Patentable Over the Cited Art

The Examiner rejected claims 4 and 36 as obvious (35 U.S.C. §103(a)) over Blants in view of an article referenced as "Extended Systems".

Claims 4 and 36 are patentable over the cited art because they depend from base claims 1 and 33, which are patentable over the cited art for the reasons discussed above.

3. Claims 12, 19, 26, 31, 44, and 51 are Patentable Over the Cited Art

The Examiner rejected claims 12, 19, 26, 31, 44, and 51 as obvious (35 U.S.C. §103(a)) over Blants in view of an article referenced as "Extended Systems".

Claims 12, 19, 26, 31, 44, and 51 are patentable over the cited art because they depend from base claims 8, 17, 23, 29, 40, and 49, which are patentable over the cited art for the reasons discussed above.

4. Claims 13-16, 27, 28, and 45-48 are Patentable Over the Cited Art

The Examiner rejected claims 13-16, 27, 28, and 45-48 as obvious (35 U.S.C. §103(a)) over Blants in view of Kucala (U.S. Patent No. 5,832,489). Applicants traverse.

Amended independent claims 13, 27, and 45 recite a wireless device providing information on a scheduled event to a personal information manager (PIM) application, wherein the wireless device performs: receiving a scheduled event record including information on a scheduled event transmitted from a transmitter system for a promoted event sponsored by a third party entity including at least one scheduled event record when the wireless device is within a broadcast range of the transmitter system; rendering calendar information at the wireless device including information on the promoted event included in the scheduled event record; and transmitting the scheduled event record for the promoted event to a server including a calendar database for the user of the transmitting wireless device including scheduled event records, wherein the server stores the transmitted scheduled event record for the promoted event with the calendar database records for the user of the wireless device.

Applicants amended these claims to recite that the scheduled event record received from a transmitter is for a promoted event sponsored by a third party entity and that the wireless device transmits the scheduled event record for the promoted event. Nowhere does the cited Blants disclose that a wireless device receive from a transmitter a scheduled event record for a promoted event sponsored by a third party entity and that the wireless device then transmits the scheduled event record for the promoted event to a server.

The Examiner cited Kucala for teaching synchronizing a palmtop device with a computer. Although the cited Kucala discusses synchronizing a palmtop device with a computer, the cited Kucala still does not address the shortcomings of the cited Blants and the claim requirements of a wireless device receiving from a transmitter a scheduled event record for a promoted event sponsored by a third party entity and then that the wireless device transmits the scheduled event record for the promoted event to a server.

Accordingly, Applicants submit that amended claims 13, 27, and 45 are patentable over the cited art because the cited Blants does not disclose all the claim requirements.

Claims 14-16, 28, and 46-48 are patentable over the cited art because they depend from one of claims 13, 27, and 45, which are patentable over the cited art for the reasons discussed above.

#### Conclusion

For all the above reasons, Applicant submits that the pending claims 1-17, 19-29, 31-49, 51, and 52 are patentable over the art of record. Applicants have not added any claims. Applicants submit herewith the fee for the petition for extension of time. Should any additional fees be required, please charge Deposit Account No. 09-0447.

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The attorney of record invites the Examiner to contact him at (310) 553-7977 if the Examiner believes such contact would advance the prosecution of the case.

Dated: July 25, 2005

By: 

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